



# Livable Streets Update (FIVE IN FIVE)



May 7, 2004

Volume 1, Number 17

## IN THIS ISSUE

CITIZENS INVITED TO  
COMMENT ON PLANNED  
URBAN DESIGN MANUAL FOR  
DOWNTOWN RALEIGH AT  
MAY 18 PUBLIC HEARING  
Page 1

CITY COUNCIL CONSIDERS  
CONSOLIDATING  
DOWNTOWN BUSINESS  
IMPROVEMENT DISTRICTS  
Page 2

DOWNTOWN FAÇADE REHAB  
PROGRAM GETS A BOOST  
Page 3

CITY AND COUNTY CALL  
JOINT MEETING TO CHOOSE  
CONVENTION CENTER  
SCHEMATIC DESIGN Page 4

CITY COUNCIL APPROVES  
CONTRACT AMENDMENT FOR  
CONSULTANT SERVICES FOR  
NEW CONVENTION CENTER  
Page 4

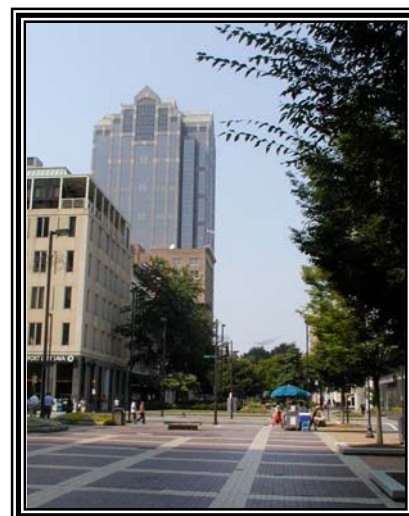
DEADLINE EXTENDED FOR  
PLANNED HILLSBOROUGH  
STREET MIXED-USE  
DEVELOPMENT page 5

LIVABLE STREETS MEETING  
CALENDAR Page 5

## CITIZENS INVITED TO COMMENT ON PLANNED URBAN DESIGN MANUAL FOR DOWNTOWN RALEIGH AT MAY 18 PUBLIC HEARING

The Raleigh City Council and the Raleigh Planning Commission will hold a joint public hearing on a proposed new and expanded urban design manual that will include updated design principles for downtown Raleigh. The public hearing will be held at 6:30 p.m., Council Chamber, May 18 at the Avery C. Upchurch Government Complex, 222 W. Hargett St.

Information in the new manual will meet the goals and objectives of the City's "Livable Streets" Downtown Plan, which was adopted by the City Council last year. On April 6, council members approved a schedule for producing and implementing the new urban design manual. The City's Urban Design Center is working with Cooper Carry Inc. to develop the manual, which is scheduled to be presented to the council for final approval in September.



If approved, the new urban design manual will replace the current Raleigh Downtown Urban Design Guide. It will provide architects, designers and other professionals, and building owners and tenants with information that will help facilitate development and redevelopment throughout downtown. In addition to having updated general design guidelines for the downtown area, the new manual will contain new design principles specifically for Fayetteville Street, revised encroachment standards, and information on an expanded design assistance and façade grant incentive program.

(See Downtown Façade, page 3)

## THE FIVE IN FIVE WORK PLAN

### Fayetteville Street Renaissance

Goal: Reinvigorate Fayetteville Street as the heart of Raleigh, the ceremonial corridor and the premier Downtown address for office, events and cultural activity. The top action items:

- Make active uses mandatory for ground floors fronting Fayetteville Street and provide incentives to encourage them.
- Fill in development gaps.
- Open available blocks to vehicular activity; in phases, beginning with the 200 and 300 blocks.
- Re-establish the capitol vista - Develop outdoor festival and performance space.

### Convention Center

Goal: Develop and market competitive facilities to attract more national conventions and trade shows, and improve the business environment for hotels, restaurants and other visitor serving facilities. The top action items:

- Get new downtown convention center and convention center hotel adopted and funded.
- Solve lobby access.
- Suggest future expansion to south.
- Investigate mixed-use and roof-top uses.
- Develop strategy for active edge on Cabarrus Street.

## CITY COUNCIL CONSIDERS CONSOLIDATING DOWNTOWN BUSINESS IMPROVEMENT DISTRICTS

The Raleigh City Council is studying a consolidation of two business improvement districts (BIDs) in the downtown area. Council members voted unanimously to begin notifying property owners in the BIDs about the proposal.

A public hearing on the possible consolidation will be held sometime in June. The time and date will be announced later. The City will notify BID property owners about the public hearing at least four weeks prior to the meeting.

The Downtown Raleigh Alliance (DRA) is requesting the consolidation of the two BIDs because more services are being provided in one of the districts than was projected when the council created the BIDs in June 2000. BIDs are a funding mechanism used to provide revenue for a variety of services that enhance existing municipal services in the business improvement district. Additional revenue collected from special assessments on property owners in the two downtown area BIDs are used for additional cleaning and safety patrol services, and for downtown economic development, marketing and advocacy programs administered by the DRA.

The largest of the two downtown BIDs --referred to as BID 1 -- is generally bounded by Boylan Avenue and railroad tracks on the west; Peace Street and Peace College on the north; Blount, Person and Bloodworth streets on the east; and Martin Luther King Jr. Boulevard on the south. BID 2 is bounded by McDowell Street on the west; Hillsborough Street and Morgan Street on the north; South Wilmington Street and South Blount Street on the east; and Lenoir Street and South Street on the south.

Because of growth -- especially in Glenwood South, the Warehouse District and the Moore Square area -- BID 1 is receiving a greater percentage of services than originally anticipated. This has resulted in a shortfall in revenues generated by the BID given the services rendered. The shortfall totaled about \$60,000 in Fiscal Year 2003.

To make up the shortfall, DRA is proposing the BIDs be consolidated into one district. The special assessment rate for the consolidated BID would be \$0.0786 per \$100 assessed property value, the amount currently being paid by property owners in BID 2. BID 1 property owners now pay a special assessment of \$0.0387 per \$100 assessed property value. Their assessment rate would go up by \$0.0399. On property assessed at \$200,000 in BID 1, the increase would amount to \$77.40.

## Improve the Pedestrian Environment

Goal: Create an attractive, well lit, safe environment that links office and residential areas to amenities such as restaurants, museums and arts venues. Make downtown accessible to all. The top action items:

- Require pedestrian oriented ground level uses with high level of detail, i.e. doorways, windows, awnings and overhangs, along the sidewalk edge in downtown.
- Connect existing and emerging neighborhoods to Fayetteville Street.
- Further study converting east / west one-way streets to two-way.
- Investigate federal funding sources.
- Connect TTA Regional Rail station area with pedestrian linkages.

## Regulatory Reform

Goal: Improve business environment by removing regulatory impediments; make it at least as easy to do business downtown as any place else in the region; include incentives in regulations. The top action items:

- Centralize approvals: Establish a downtown team within the city to respond to major project proposals and construction quickly. Develop a parallel strategy for small/mid-sized projects.
- Centralize the approvals process by creating a team within the city to respond to development proposals.
- Provide development incentives for vacant buildings and properties.
- Address issues dealing with outdoor dining, signage and other pedestrian encroachments.

## DOWNTOWN FAÇADE REHAB PROGRAM GETS A BOOST

The Raleigh City Council approved on May 4, a revision to the City's Design Assistance Program to include grants for façade renovation on Fayetteville Street.

The goal of the program is to promote facade rehabilitation of commercial buildings in the downtown areas, commercial areas adjacent to the downtown, and older pedestrian shopping districts. In preserving the unique and special characteristics of these areas and helping owners make quality building improvements the City hopes to foster a sense of place and overall consistent image for an area. The program is designed to complement other revitalization efforts, such as sidewalk and landscaping improvements and help promote an attractive environment for new investment and business activity.

### Description of Program Components

- **Architectural Design Assistance:** The City of Raleigh will provide financial assistance to help pay for architectural services related to facade rehabilitations in eligible areas. Grant rebates of up to 100 percent of the cost of architectural design services or 10 percent of estimated project costs (whichever is less) are available contingent on the use of a facade grant.
- **Facade Rehabilitation Grants:** The City of Raleigh will provide financial assistance to help pay for facade rehabilitations in eligible areas. Grant rebates of up to \$5,000 or 50 percent of all exterior rehabilitation costs (whichever is less) are available on a first-come, first-served basis.
- **Fayetteville Street Facade Assistance Grants:** As part of the Fayetteville Street Renaissance initiative from the Livable Streets Plan, the City of Raleigh will provide a greater level of financial assistance to help pay for facade rehabilitations along Fayetteville, Wilmington, Salisbury, Hargett, Martin and Davie streets. Grant rebates of up to \$10,000 or 50 percent of all exterior storefront/ground level rehabilitation costs (whichever is less) are available on a first-come, first-served basis for a limited time.

The Design Assistance Program is administered through the City of Raleigh's Urban Design Center. The staff provides assistance to current and prospective building owners and tenants interested in improving their downtown properties. For more information contact Dan Douglas, City of Raleigh Urban Design Center at 807-8441.

### **Downtown Management**

Goal: Take a “one-stop shopping” approach to the management and marketing of downtown. The top action items:

- Develop a comprehensive Downtown marketing program, including an expanded website. It should be developed and coordinated with all downtown resources to promote events and attractions. Maximize the capitol status.
- Create a downtown development corporation.
- Make Downtown Raleigh Alliance the organization responsible for bringing all parties to the table to oversee implementation of the vision.
- Explore development incentives and options similar to tax increment financing.



Livable Streets

---

## **CITY AND COUNTY CALL JOINT MEETING TO CHOOSE CONVENTION CENTER SCHEMATIC DESIGN**

A joint meeting of the Raleigh City Council and the Wake County Board of Commissioners will be held at 4 p.m., May 20, Room A of the Raleigh Convention and Conference Center. The subject of the meeting is the schematic design of the new convention center.

---

## **CITY COUNCIL APPROVES CONTRACT AMENDMENT FOR CONSULTANT SERVICES FOR NEW CONVENTION CENTER**

The Raleigh City Council on May 4, approved a contract amendment for sub-consultant services for the new convention center.

The amendment to the City's contract with O'Brien-Atkins, in the amount of \$70,400 adds the following sub-consultant services for work to be done prior to construction:

Pearce Brinkley Cease and Lee with assistance from Lasater Hopkins Chang, Structural Engineers, feasibility analysis of options, constraints, time required and probable costs of the demolition phasing for the existing convention center;

MACTECH , geotechnical services by the design team's sub-consultant for evaluation of underground water flows through the site and development of plans and specifications for the removal and disposal of hazardous materials in demolition bid packages; and,

Kimley-Horn Associates, transportation, traffic and civil engineering services to evaluate the impacts of the four schemes on McDowell Street, Cabarrus Street and Salisbury Street and the utility infrastructure.

The new convention center and a four-star Marriott hotel will be built at the south end of downtown. The City Council and Wake County Board of Commissioners agreed Jan. 21 to use revenue from the countywide hotel/motel and prepared food tax to construct the convention center and to supplement the hotel construction. The two governing bodies will meet jointly at 4:00 p.m., May 20, Room A, Raleigh Convention and Conference Center, to evaluate four proposed schematic designs for the new convention center.



## Contacts

City of Raleigh  
Planning Department  
George Chapman, Director  
(919) 890-3125  
george.chapman  
@ci.raleigh.nc.us

Urban Design Center  
133 Fayetteville Street Mall  
Dan Douglas  
(919) 807-8441  
Daniel.douglas@ci.raleigh.nc.us

Raleigh Convention and  
Conference Center  
500 Fayetteville Street Mall  
(919) 831-6011  
Roger Krupa, Director  
roger@raleighconvention.com

Fayetteville Street Mall  
Renaissance  
City of Raleigh  
Public Works Department  
Dean Fox  
(919) 890-3030  
dean.fox @ci.raleigh.nc.us

City of Raleigh  
Public Works Department  
Carl Dawson, Director  
(919) 890-3030  
carl.dawson@ci.raleigh.nc.us

Regulatory Reform  
City Of Raleigh  
City Attorney  
Thomas McCormick, Jr.  
(919) 890-3060  
Tom.McCormick@ci.raleigh.nc.us

Newsletter &  
Communications  
City of Raleigh  
Public Affairs Department  
Jayne Kirkpatrick, Director  
(919) 890-3100  
jayne.kirkpatrick@ci.raleigh.nc.us

## DEADLINE EXTENDED FOR PLANNED HILLSBOROUGH STREET MIXED-USE DEVELOPMENT

The Raleigh City Council voted May 4 to give a developer until Nov. 1 to move forward with plans to convert a parking lot at 309 Hillsborough Street into a mixed-use development.

Reynolds Company, LLC purchased the parking lot from the City for \$458,000 in 2001. Under the agreement, the company was to obtain a foundation permit by Aug. 1, 2003 or the City could exercise its option to repurchase the property. Council members tentatively agreed to extend the repurchase clause to Feb. 1, 2005 so the developers can use the next six months to start work on the project. The council will hold a public hearing on the extension on May 18.

Reynolds Company will report back to the council on the project's progress following the Nov. 1 deadline. The developer also has expressed an interest in purchasing the building at 301 Hillsborough St. from the City. The building now houses City Inspections and Police offices. The council directed the City administration to request appraisals on 301 and 309 Hillsborough St.

Meeting	Date/Time	Purpose
Joint Meeting of Raleigh City Council and Wake County Board of Commissioners	Thursday, May 20 4:00 p.m. Room A Raleigh Convention and Conference Center	Review design schemes for new convention center
Ending Homelessness 10-year Action Plan Community Forum	Thursday, May 20 6:30 p.m. Millbrook United Methodist Church 1712 E. Millbrook Rd.	Focusing on issues of: Policies / Rules / Regulations, Organizational Structures, Service Provision / Providers, Transportation, Jobs / Job Finding, Training / Education, Housing, Wages / Fair Wages
Draft Urban Design Manual Public Hearing	Tuesday, May 18 6:30 p.m. City Council Chamber 222 W. Hargett St.	Joint City Council and Planning Commission hearing to receive public comment.

## Ending Homelessness

Ken Maness  
(919) 890-3655  
[ken.maness@ci.raleigh.nc.us](mailto:ken.maness@ci.raleigh.nc.us)

## Wake County

David Cooke, County Manager  
(919) 856-6160  
[dcooke@co.wake.nc.us](mailto:dcooke@co.wake.nc.us)

## The Downtown Raleigh Alliance

120 S. Wilmington St.,  
Suite 103  
Raleigh, NC 27601  
(919) 832-1231  
Margaret Mullen,  
President & CEO  
[margaretmullen@bellsouth.net](mailto:margaretmullen@bellsouth.net)

## Greater Raleigh Chamber of Commerce

800 S. Salisbury Street  
(919) 664-7000  
Harvey Schmitt,  
President & CEO  
[hschmitt@the-chamber.org](mailto:hschmitt@the-chamber.org)

## Greater Raleigh Convention & Visitors Bureau

421 Fayetteville Street Mall,  
Suite 1505  
Raleigh, NC 27601  
(919) 834-5900 or  
(800) 849-8499  
David L. Heini, CDME  
President and CEO  
[dheini@raleighcvb.org](mailto:dheini@raleighcvb.org)

## Web links

City of Raleigh  
[www.raleigh-nc.org](http://www.raleigh-nc.org)

Wake County  
[www.wakegov.com](http://www.wakegov.com)

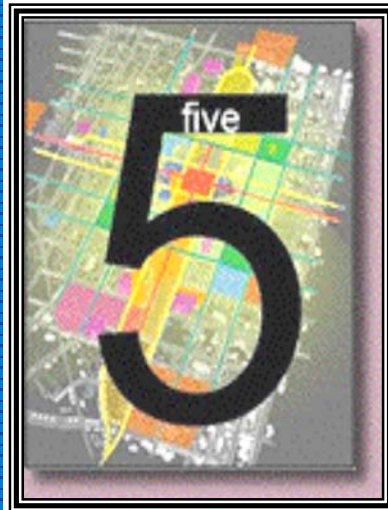
Downtown Raleigh Alliance  
[www.downtownraleigh.org](http://www.downtownraleigh.org)

Greater Raleigh Chamber of Commerce  
[www.raleighchamber.org](http://www.raleighchamber.org)

Greater Raleigh Convention & Visitors Bureau  
[www.visitraleigh.com](http://www.visitraleigh.com)

# THE FIVE IN FIVE GOALS

1. **Complete a Fayetteville Street Renaissance** to reinvigorate the Street as the heart of Raleigh, our ceremonial corridor and the premiere address for office, events and cultural activity.



2. **Fund and build a new Convention Center & Hotel** to attract conventions and trade shows and improve the business environment for hotels, restaurants and other visitor services.

3. **Improve the pedestrian environment** making downtown accessible to everyone. Balance the needs of pedestrians against those of the car. Create an attractive, well lit, safe environment that links office and residential uses to amenities such as restaurants, museums and other venues.

4. **Undertake regulatory reform** to improve the business climate by re-moving regulatory impediments, making it just as easy to do business downtown as any place in the region. Explore adding incentives in the regulations.

5. **Expand downtown management** to take a one stop approach to management and advocacy.

